Today at Apple Operations Guide

April 2017 • Version 1.0 • All Employees • Global

Table of Contents

Overview	3
Tools & Equipment	4
Scheduling the Team	6
Programming the Forum	8
Programs	9
Measuring Success	15
Program Index	16

Overview

Today at Apple is all in-store programming, including hands-on sessions, high-profile experiences, local performances, kids education, entrepreneur briefings, and more. This guide will provide you with all of the information, tools, and resources you need to manage Today at Apple.

Lead with Passions

Creative and Creative Pros will lead new experiences connected to customer passions and interests, blending the ecosystem of product, software, services, and accessories together.

New Spaces

New spaces like Forum with Video Wall, Forum Tables with Forum Display, Avenues, and even exploring outside of the store inspire deeper conversations and experiences.

The Forum Tables with new Forum Display technology will host small group sessions to create familiar, casual group settings.

The Avenue promotes building skills or creative abilities with the products, such as shooting better photos or recording music on the fly. Creatives and Creative Pros will connect customers' interests to accessories through thoughtful recommendations.

Some stores have a Forum with Video Wall and informal seating. This larger space will be used for more active experiences and larger group activities.

> Refer to the list of Programs and Program Index for detailed information about each Today at Apple Program.

Tools & Equipment

Forum Display

The Forum Display improves the customer learning experience around a table. It displays the upcoming schedule of Today at Apple experiences in your store by linking directly to your programming calendar.

Portable Hearing Loop Kit for Accessibility Sessions

Our stores bring in an incredible amount of traffic. And at times, it's difficult for some of us to hear. We've heard the feedback and we will offer listening devices to customers who are hard of hearing. The portable hearing loop kit will enhance audio when background noise is prevalent. These listening devices can be used in Sessions, Product Zone, Boardroom, or Genius Bar/Genius Grove during any interactions. They are also available for employees who are hard of hearing for use during Daily Downloads and internal meetings.

Today at Apple Equipment List

This is a comprehensive list of the product and equipment to be used during any Today at Apple experience. All equipment is multi-use except for the accessibility devices, which should be separately available for customer use at any time.

Follow the new Demo Configuration steps when setting up demo devices.

Stores with Video Walls:

Video Wall

The Video Wall is designed to display specific Today at Apple content and enhance specific Forum experiences. The Video Wall plays a visual playlist of Apple product imagery, Today at Apple upcoming events, and more. The Video Wall should not be used to display any content that is not part of Today at Apple programming, such as internal content for meetings or Daily Downloads. Prepare to use the Video Wall by reading the Video Wall User Guide.

Sound

Sound is an important new part of your Forum with Video Wall. Get ready by reading about the new audio/video equipment and software.

Resources

Forum Display User Guide

Forum Display Get Started Guide

Portable Hearing Loop Kit User Guide

Today at Apple Equipment List

Video Wall User Guide (Video Wall Stores)

Sound Guide (Video Wall Stores)

Scheduling the Team

Building your schedule begins by scheduling your team. The HIE guidance dictates how to schedule your Creative and Creative Pro team into Today at Apple related Job Tasks. Creatives spend a majority of their time supporting Today at Apple programming and a small percentage of their time in Avenues. Creatives Pros spend a quarter of their time on programming and the majority of their time in Avenues.

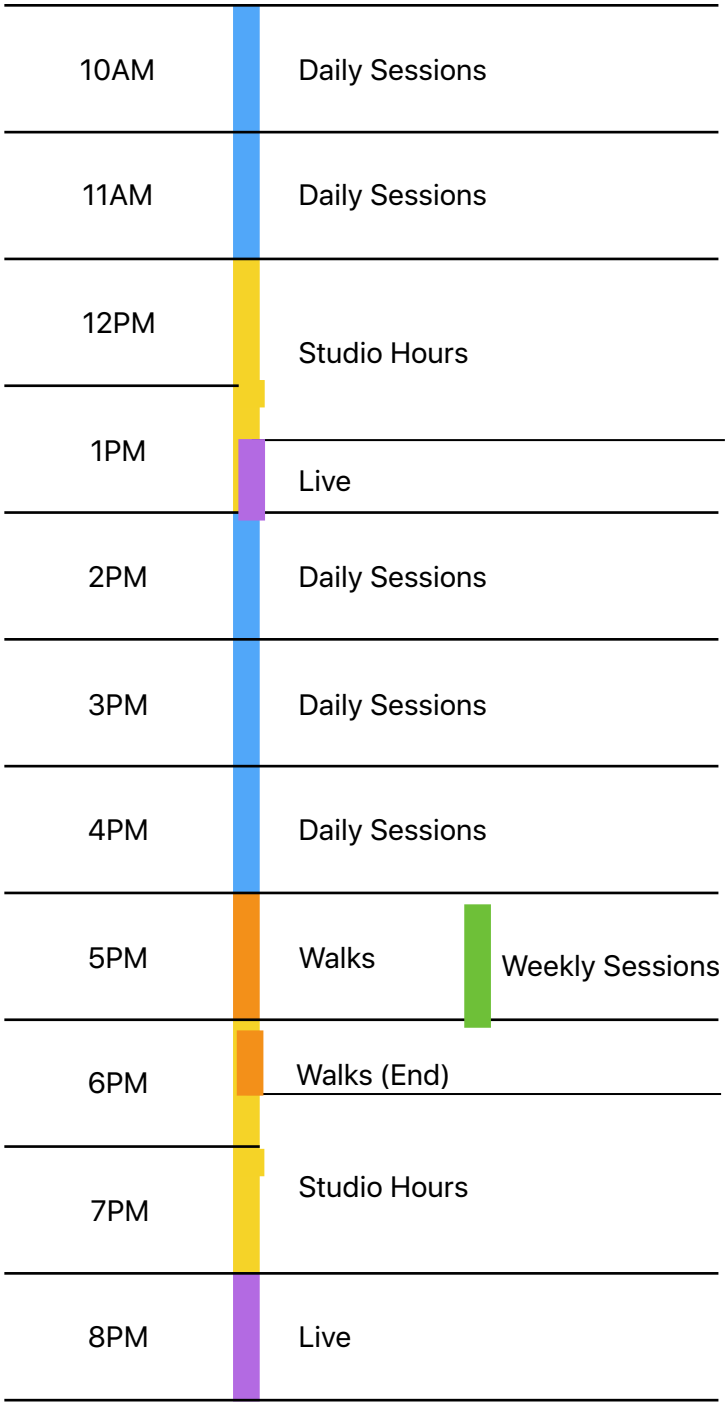
You'll see the following Job Tasks in scheduling systems:

Job Task	Supports
Daily Sessions	Basics and How To sessions happening on a daily basis in your store
Weekly Sessions	Programs that happen less frequently because they are meant for specific audiences, including Accessibility Sessions, Business Sessions, Teacher Tuesdays, and Kids Hour.
Studio Hours	Studio Hours Program
Live	Live with a Creative Program
Walks	Photo Walks and Sketch Walks
Product Zone Support	Creative and Creative Pro time spent in Avenues, and when necessary, Creative time spent supporting Personal Setup

Start by scheduling your team into these Job Tasks using HIE Guidance and the Creative Team Scheduling Tool, which will help you distribute sessions between Creatives and Creative Pros.

Product Zone Support and most Daily Sessions are tasks that any team member can perform. Weekly Sessions, Studio Hours, Live with a Creative, and Walks require team members to have product knowledge or soft skills training prior to their facilitation.

Keep track of which team members can deliver which sessions. This will make it much easier when it's time to build your programming schedule.



Programming the Forum

The Forum Table is the central gathering place for all Apple-led programming. Using the Forum Display you can share content with customers, inspire them with Live Sessions where you work on creative projects, and thoughtfully demonstrate what our products can do.

Guiding Principles

Scheduling what happens at your table on a daily, weekly, and monthly basis is critical to the success of Today at Apple. In most stores, something should be happening at the Forum Table every hour, every day. If you have more than one table available, you will have some hours of the day with concurrent programming.

Distribute the minimum number of hours into appropriate job tasks then use the Creative Team Scheduling Tool to schedule the right number of sessions. The guidelines below reflect minimums that will be applicable to most stores, but may vary by team size.

Job Task	Program	Frequency
Daily Sessions	Basics	2 daily
	How to	2 daily
Studio Hours	Studio Hours	2–4 daily
Weekly Sessions	Business	Weekly
	Accessibility	Weekly
	Teacher Tuesdays	Biweekly
	Kid Hour	1-2 weekly
Live	Live with a Creative	2–4 daily
Walks	Photo Walks, Sketch Walks	2–3 weekly
Events	Field Trip	Biweekly

Focus on:

Basics and environment-sensitive audiences in the morning

Advanced content in the evening and on weekends

Formats such as Studio Hours or Live with a Creative during peak traffic hours and when you are running concurrent programs

Distribute Passions and Audiences throughout the day and week to offer sessions that meet a range of customer needs and interests

Distribute Programs evenly throughout the week using the guidelines in the table above

10AM	Basics: iPhone
11AM	How to: Shoot Photos with iPhone
12PM	Studio Hours: Art & Design Projects
1PM	Live Art with a Creative
2PM	Basics: Apple ID & iCloud
3PM	How to: Create Spreadsheets on iPad and iPhone
4PM	How to: Get Started with Coding
5PM	Business: Run a Connected Business
6PM	Photo Walk: Portraits and People (end)
7PM	Studio Hours: Photo Projects
8PM	Live Music with a Creative Pro Live Coding with a Creative

Best Practices for Scheduling Sessions Back to Back

End session five minutes early to ease transition.

When ending a session, move customers to a nearby table to help answer any additional questions.

Ideally, do not schedule the same Creative or Creative Pro to facilitate sessions back to back.

Creatives or Creative Pros should arrive a few minutes early to welcome new participants to the upcoming Session.

Programs

At the Forum Table

Host these Programs at the Forum Table with a Forum Display. Session details can be found in the Program Index.

Basics

Introductory sessions for customers who own a new Apple product or are new to Apple. Customers should leave with a good understanding of the basics of their product.

Creatives should facilitate Basics.

How To

Intermediate sessions for current owners who want to build new skills and start exploring creative projects. Customers should leave feeling like they tried something new, and empowered to keep using their products in new ways.

Creatives should facilitate most How to Sessions. A limited number of topics that align directly with Creative Pros' passions and skills can be facilitated by Creative Pros as needed.

To facilitate Get Started with Coding, use four to six Personal Development hours to get familiar with Swift Playgrounds. For additional training, resources to help learn Swift are located at the end of the Get Started with Coding Guide. We recommend following the Video Lessons for Swift Playgrounds on iTunes. These were produced by Apple Education to help anyone with no prior knowledge learn to code using Swift Playgrounds.

Get Started with Coding is not currently available in Brazil, Italy, and Turkey.

Studio Hours

Sessions for customers with intermediate-level skills to come work on their projects. These 90-minute sessions are designed for customers to drop in at any time or join for the full duration. Creatives can help get projects started, give pro tips, share ideas—or just let customers work on their own.

Before each session, review key product features aligned with the session you'll be delivering. Check your Today at Apple Equipment List for products and accessories that are applicable to that particular session. We recommend Beats headphones for Music Projects, Video Projects, and All Projects Sessions to give customers a great experience when working on projects containing audio. While customers are expected to bring their own devices, bring a few demo devices for customers who don't.

Both Creatives and Creative Pros can facilitate Studio Hours sessions. Schedule someone who has proficiency in the topic of the session.

Business

Business Sessions aim to inspire and empower small businesses to start, grow, and evolve their business. These sessions have been designed for Business audiences to inspire through success stories, showcase innovative apps, share helpful tips, and connect with our small business communities. The sessions are included in the How To category.

Use iPad Pro for Grow your Business, iPhone for Run a Connected Business sessions, and Mac for Manage a Productive Business session.

Spend up to five hours preparing to become proficient in Business sessions. Spend one hour on Business @ Apple Training, one hour on Supporting Customers with Business Need Training, and three hours practicing session Keynotes and becoming familiar with third-party apps.

Collaborate with your Business Team to make sure a Business Expert or Business Pro is present during each session. Creatives who have completed Business training outlined above should facilitate each session.

Accessibility

We believe technology should be accessible to everyone. From everyday tasks to creative projects, customers with accessibility needs use their Apple products to work, create, communicate, stay in shape, and be entertained. We can show customers how to do all the things they need to do—and love to do—every day.

The Accessibility sessions are included in the Basics category, so customers can find them online more easily.

Review the Role-Play Training, Product Training, and General Accessibility Resources prior to facilitating an Accessibility session. Use the Portable Hearing Loop Kit to support customers who are hard of hearing.

Engage your Business Team who may have connections with accessibility organizations, and can invite customers to a hands-on learning session in store.

A Creative or Creative Pro with a passion for Accessibility should facilitate sessions. If you have an Accessibility Champion who is not in one of these roles, this individual can also facilitate sessions. Ensure that these team member(s) have reviewed the appropriate training. If you have an employee certified in sign language, leverage these skills when required. If there is a need to use a sign language interpreter, partner with your Store Leader on securing a quote and get this approved by your Retail Assistant.

At the Forum Table or In the Forum

If you have a Video Wall in your store, you can host these programs either in the Forum, using the Video Wall, or at a Forum Table using the Forum Display.

Kids Hour

Kids Hour sessions bring children and their families together to participate in fun, creative, and hands-on learning experiences.

Kids Hour sessions often require extra setup of demo devices or accessories. Plan time for Creatives to prepare the equipment needed. The Sphere Maze Challenge also requires additional Forum setup time.

A Creative or Creative Pro with a passion for youth programming should facilitate Kids Hour.

Teacher Tuesdays

Teach basic skills for teachers to use with students. Each month focuses on a specific topic using iPad. Support educators, build community around education in stores, and help teachers make the most out of Apple technology with their students.

Every quarter new content will be released on RetailMe. Each month focuses on a specific topic using iPad and compliments Apple Education's teacher resources. The monthly topic schedule will be communicated through RetailMe.

Before each session, you should be prepared to share Apple's vision for education and Kick-start discussion with attendees using the Program Guide. Use a Session Outline to walk attendees through a hands-on demo project. The Planning Guide contains additional program equipment details and FAQs.

Attendees should use the Today at Apple iPad Pro devices during the sessions instead of their personal devices.

A Creative or Creative Pro with a passion for education should facilitate Teacher Tuesdays.

Teacher Tuesdays is not currently available in Mexico, Brazil, Italy, Spain, and Turkey

Field Trip

Provide a customized learning experience for students, youth groups, or teachers through Storytelling, Digital Marketing, and Multi-Sensory Learning Accessibility tracks.

To prepare for Field Trip, use the Field Trip Planning Guide to plan details with the teacher, confirming information such as number of attendees and their T-shirt sizes, topic selection, and the day-of flow.

Ensure you have your Skoog and Bloom HD apps downloaded on your iPads, and your Skoog's charged for the Multi-Sensory Learning sessions. For T-shirts and USBs, be sure to order in advance based on the frequency guidance above. Exceptions for supplies cannot be made and come out of store budget.

A Creative or Creative Pro with a passion for youth programming should facilitate Field Trip.

Live with a Creative

Live with a Creative is a new program to inspire and spark creativity with customers in a passive way. Creatives will turn the Forum into their studio space and share their creative process as they draw, compose, or edit projects or artwork. These 30-minute sessions happen throughout the day and require no customer registration.

Not every store will have the team proficiency to offer all four topics, start by offering at least two and build from there. A Creative or Creative Pro with experience in the passion listed in the guide should lead the session. Use any of the equipment or devices listed on the Today at Apple Equipment List to create your projects.

Walks

Photo Walks bring together a community of passionate mobile photographers. With iPhone being the world's most popular camera, we can teach new techniques and inspire customers to capture amazing photos no matter where they are.

Sketch Walks are designed to help customers learn and practice sketching and painting techniques on the iPad Pro based on the world around them.

A Creative or Creative Pro with proficiency in the appropriate passion should lead Walks. When possible, schedule two team members to facilitate each session.

See the Walks Program Planning Guide for important information including health and safety guidelines, the route planning template, and additional preparations. Planning should begin a few weeks in advance. Creatives should spend up to three hours planning and preparing.

A great route includes a few destinations where the group can focus on different photography or sketching styles or principles. Each walk will begin and end at your store. The entire experience will take 90 minutes, including in-store activities.

Measuring Success

Our objective with Today at Apple is to help more people, and help them in deeper ways. As a Forum Team, ensure your store has scheduled your team properly and created a robust programming calendar for your customers, varying program format and category topic to reach a breadth of categories.

Here are four ways you can evaluate the success of Today at Apple in your store.

	Key Question	**Goal**	**Resource**
Scheduling Quality	How well did you meet your HIE guidance and scheduling guidelines?	80% scheduled to guidance, and scheduling the minimum number of hours into each job task.	Resource Planning Report
Customers Impacted	How many customers did you reach?	Reach a minimum of three customers per Creative per hour. Build your schedule to accommodate customer demand.	Concierge and GBI Forum Dashboard
Customer Experience	Did you help customers achieve their goal?	Customer NPS and comments reflect that they value their experience in Today at Apple sessions.	NPS and Comments
Team Experience	Are teams able to deliver programming?	Teams feel prepared to deliver sessions and fulfilled by their role.	Team Feedback

Program Index

Session	Schedule	Resources
Basics iPhone iPad Mac Apple Watch Apple TV Apple ID and iCloud iPhone and iPad Intermediate Mac Intermediate	2 sessions per day	Thematic Guide: Basics Sessions

Session	Schedule	Resources
How To Organize Your Photos Shoot Photos with iPhone Edit Photos on iPhone Record Video with iPhone Edit Video on Mac Discover Apple Music Make Music on iPad and iPhone Edit and Mix Music on Mac Create and Collaborate with GarageBand Sketch, Draw, and Paint with iPad Get Started with Coding Stay Fit with Apple Watch Write Your Best with Pages Create Spreadsheets on iPad and iPhone Create Spreadsheets on Mac Share Your Ideas with Keynote Power Your Workday with iPad	2 sessions per day Vary the category topics throughout the week.	Thematic Guide: How To Sessions Sketch, Draw, and Paint with iPad Guide Get Started with Coding Guide

Session	Schedule	Resources
Studio Hours Photography Projects Music Projects Art & Design Projects Video Projects Documents, Spreadsheets, Presentations All Projects	2–4 sessions a day Spread sessions evenly throughout the week. Focus on scheduling sessions in the evenings and weekends, when customers with intermediate-level skills can attend. If you have a second table in the Forum without a Forum Display, you can schedule Studio Hours here concurrently with other programming.	Studio Hours Sessions Guide
Business Grow Your Business Run a Connected Business Manage a Productive Business	1 per week Rotate session topics weekly. If your store has a Boardroom or Briefing Room, partner with your Store Leader to use that space for sessions when appropriate.	How to Sessions for Business Business @ Apple Training Supporting Customers with Business Needs Training

Session	Schedule	Resources
Accessibility Basics: VoiceOver for Mac Basics: VoiceOver for iPad and iPhone Basics: VoiceOver for Apple Watch Basics: Using Mac with Vision Loss Basics: Using iPad and iPhone with Vision Loss Basics: Using Apple Watch with Vision Loss Basics: Using Mac with Hearing Loss Basics: Using iPad and iPhone with Hearing Loss Basics: Using Mac with Reduced Mobility Basics: Using iPad and iPhone with Reduced Mobility Basics: Assistive Learning Tools on Mac Basics: Assistive Learning Tools on iPad and iPhone Basics: Literacy Tools on Mac Basics: Literacy Tools on iPad and iPhone	1 per week You don't need to host all 14 sessions. Test and try, and tailor your Accessibility offering to your community's needs Focus on offering sessions when the store is quietest. If your store has a Boardroom or Briefing Room, partner with your Store Leader to use that space for sessions when appropriate.	Accessibility Session Guides Portable Hearing Loop Kit User Guide Role-Play Training Product Training Apple Accessibility Resources on Apple.com/accessibility

Session	Schedule	Resources
Field Trip Multiple tracks, including Storytelling, Digital Marketing, Multi-sensory Accessibility.	1 Field Trip biweekly Recommended 2 Creatives per 10 kids. If your store has a Boardroom or Briefing Room, partner with your Store Leader to use that space for sessions when appropriate.	Field Trip Guide Skoog Field Trip Guide
Live with a Creative Live Art with a Creative/Creative Pro Live Music with a Creative/Creative Pro Live Coding with a Creative/Creative Pro Live Video with a Creative/Creative Pro	2–4 30-minute sessions per day Focus on scheduling Live with a Creative when the store is busiest, or if you have two Forum Displays, as secondary programming while you are hosting other sessions.	Live with a Creative Sessions Guide
Kids Hour Kids Hour: Creating Music with GarageBand Kids Hour: Sphero Maze Challenge Kids Hour: Making Movies Together	1–2 per week Schedule Kids Hour on weekend mornings, when children and parents or guardians can attend.	Kids Hour Session Guide

Session	Schedule	Resources
Teacher Tuesdays Every quarter new content will be released on RetailMe. Each month focuses on a specific topic using iPad and compliments Apple Education's teacher resources. The monthly topic schedule will be communicated through RetailMe.	1 session biweekly, on Tuesdays Focus on scheduling during after-school times, such as between 4:00 p.m. and 5:30 p.m., depending on local schools. If your store has a Boardroom or Briefing Room, partner with your Store Leader to use that space for sessions when appropriate.	Teacher Tuesdays Program Guide Teacher Tuesdays Session Outlines Teacher Tuesdays Planning Guide Teacher Tuesdays Keynotes

Session	Schedule	Resources
Walks Photo Walk: Telling a Story in Your Photos Photo Walk: Portraits and People Photo Walk: Developing Your Style Photo Walk: Framing Architecture and Details Photo Walk: Manipulating Light and Shadow Photo Walk: Capturing Action and Video Sketch Walk: Observational Drawings Sketch Walk: Watercolor and Brush Techniques Sketch Walk: Create Collaborative Art Sketch Walk: Capturing Movement	2–4 sessions per week If walks are outdoors, focus on times that are well lit, or have lighting that is conducive to what your group will be capturing. Try to offer at least 1–2 of your walks on weekends.	Walks Planning Guide Photo Walks Guide Sketch Walks Guide